



ABC Update June 2008

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Festival and Fair Season Is Here; What to Know about Legal Alcohol Sales:

Selling alcohol at your festival or event is an important issue. Here are some things to consider:

PROS

Revenue

Depending on the volume sold, on average a single keg of beer can garner around \$250 in profit. A 14 or 16 ounce cup is recommended with a price range of \$2.00 - \$4.00 per glass.

Sponsorship

Many corporations will give donations or match dollars when alcohol is being sold. Often, entertainment venues can be brought in to enhance the event. There is potential for free or inexpensive outside marketing for events. Having a corporate sponsor is an invaluable resource for any community event.

Control

Having a secured, restricted area in which alcohol is sold and consumed gives the event coordinators control. Checking ID's and the use of signs and wristbands at the point of entry and point of sale is very important. Establishing limits on quantities sold to an individual reduces the potential for disorderly conduct due to over consumption.

Training

Volunteers *can* be cited for an illegal alcohol sale. Training all people who will be selling alcohol during the event is an excellent way to reduce the risk of someone making an illegal alcohol sale.

CONS

Negative feedback

Regardless of how well the alcohol sales are controlled, there will be some portion of the community that disagrees with selling alcohol at an event. The best defense is always a positive offense. Set limits, use signs and wristbands and train everyone who will be selling alcoholic beverages. Use local media to promote the efforts being made to reduce illegal alcohol sales and over consumption.

Liability

Coordinate efforts with attorneys well in advance of the event. Some insurance companies now require server/seller training for liability insurance. Training programs such as S.T.A.R., TIPS and BARCODE have the potential to reduce liability

premiums.

While the potential for someone being cited for an illegal alcohol sale is there, statistics in Kentucky show that trained volunteers are *very* conscientious and much more likely to refuse the sale of alcohol to a minor or an intoxicated individual than someone who has not received any type of training in alcohol regulations.



ABC Frequently Asked Questions:

What do I do if presented with a Fake ID?

What to do with a fake ID is a question we are asked often. With so many Kentucky communities close to a college or university as well as military bases, retailers regularly encounter fake identifications. If you are presented with a fake ID, do not make the sale. The bearer is committing a crime and you should contact local law enforcement. You do not have the authority to confiscate the ID. If the suspected minor becomes belligerent and demands the ID, make copies of the identifying information and return the ID. The copied information should be provided to the police when they arrive with an explanation of what occurred.



What do I do with a fake ID if the owner leaves it with me?

If you have identified a fake ID and refused a sale causing the bearer to leave it with you, turn it in to local law enforcement. The ID could be stolen or lost and therefore should be sent to the proper authorities.

Will I be in trouble if I sell to someone who uses a fake ID and I did not realize?

It is possible to be cited even if you do not realize the ID is invalid. However, depending on the authenticity of the identification, a citation may not be issued. You are still ultimately responsible for sales to underage persons.

ABC Gets New General Counsel

La Tasha Buckner is the newly appointed General Counsel for the Office of Alcoholic Beverage Control. Buckner brings with her extensive experience in the public sector. Most recently, Buckner served as a staff attorney with the Environmental and Public Protection Cabinet handling personnel litigation. Prior, she served as Assistant Commonwealth's Attorney in Jessamine County as well as Fayette County. Buckner is a graduate of University of Kentucky College of Law.

UPCOMING S.T.A.R. TRAINING DATES

Server Training in Alcohol Regulations - In addition to responsible sales and service training, we cover Kentucky-specific statutes and regulations, individual liabilities and fake IDs. Class time is four and one-half hours. **Classes start promptly at noted time.**

June 2008

- 02 (9-1:30) Frankfort-ABC Office
- 03 (9-1:30) Hopkinsville-Library Boardroom
- 04 (9-1:30) Lexington-Ramada Inn Paris Pike
- 05 (6-10:30) Louisville-Barrett Govt. Ctr.
- 09 (5:00-10) Owensboro-Cigar Factory Mall
- 10 (9-1:30) Prestonsburg-Jenny Wiley Park
- 14 (9-1:30) Lexington-Ramada Inn Paris Pike
- 18 (9-1:30) Mt. Sterling-Civic Center
- 21 (9-1:30) Frankfort-ABC Office
- 21 (9-1:30) Louisville-American Founders Bank
Hurstbourne 1200 Forrest Green Dr
- 22 (1-5:30) Murray-MSU Curris Ctr. Burkley Rm.
- 23 (9-1:30) Louisville-Middletown Govt. Ctr.
- 24 (5-9:30) Lexington-Mayor's Job Training Ctr.
- 26 (5-9:30) Frankfort-ABC Office

July 2008

- 08 (9-1:30) Louisville-Middletown Govt. Ctr.
- 09 (9-1:30) Paducah-Ky Dam Village
- 10 (9-1:30) Morehead-Convention Ctr.
- 14 (9-1:30) Frankfort-ABC
- 14 (9-1:30) Owensboro-Cigar Factory
- 15 (9-1:30) Lexington-Ramada Paris Pike
- 23 (6-10:30) Louisville-Barrett Govt. Ctr.
- 29 (9-1:30) Florence-Municipal Bldg. Rm. A
- 31 (5-9:30) Lexington-Mayor Training Ctr.